### Qubit. x MyOptique Group

European glasses brand focus on personalization for future growth

MyOptique Group understanding and influencing visitors across multiple brands



Qubit Pro enables us to easily create complex segmented personalization experiences across our different websites. We often need to move quickly so we need a technology that helps us do that, and at scale!

Jonathan Zetlaoui Head of Customer Experience & Analytics

# Introduction

MyOptique Group operates four online retail brands—Glasses Direct, SunglassesShop, Boots Designer Sunglasses and Eyewearbrands serving millions of customers worldwide. Working with the Qubit platform since 2013, the company have been on a journey from A/B testing, through conversion optimization, and now onto personalization.

Qubit Pro lets the team build experiences without constantly relying on their IT team, it also allows them to have a deep understanding of their visitors to segment and personalize across the customer journey. The company are supported by Qubit Solution partner, Endless Gain.

### The low down



Operates 4 online retail brands

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7mil+ glasses and sunglasses shipped



1mil+ customers

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< Experiences			Edit experience content		$\times$
GD008 - 3IN1 bundle deal 19/01 - 29/01 • Live - Simple messages - Silvia Richichi — Jan 19, 2018		Template used       GD008 - Homepage Carousel Replacement - Template     *			
Overview Settings			MAIN BANNER INFO. (* REQUIRED FIELD) * Desktop Image (main desktop banner image)		
Total visitors	Total converters			0	î
134,728	8,143		* Mobile Image (main mobile banner image)		
10,625 in the last 24 hours	0, 143 426 in the last 24 hours			0	Û
Experience timeline			Link URL (where the main banner banner should link to) https://www.glassesdirect.co.uk/price/49:300/is_boutique/false/		
Iteration 2			Offer Code (offer code copy)		
2 - 9 Jan			USE CODE: BUNDLE		
7 days	14		* CTA Text for Mobile		
			SHOP NOW		
Conversions * MORE >	Revenue per visitor	MORE >	Ts&Cs Text for Desktop (ts&cs text (excluding the link) for des '\n' for line break))		
6.04%	£4.04		Offer applies to frames £49+. Boutique frames excluded.		
6.15% 5.94%	£4.13 £3.95		Ts&Cs Text for Mobile (ts&cs text (excluding the link) for mobil for line break))	e (use	"ທ"
High Low	High Low		Offer applies to frames £49+. Boutique frames excluded.	\n En	id:
			Ts&Cs Link Text (copy for the ts&cs link)		
			Terms Apply		
+2.8% Uplift in RPV			Save		

## Increasing experience velocity with Simple Messages

Working with Endless Gain, MyOptique Group tested a new homepage merchandising experience, which proved a big winner. However, rolling it out in the code base could take between 2-3 months due to other competing priorities. The team leveraged Qubit's Simple Messages to turn the initial test into an always-on experience that marketers could use to update the site merchandising without any developer support.

As an added bonus, marketers can now customize the site merchandising to the segment they were targeting, risk free and quickly.

2.8% RPV uplift from a 2-3 month test roll out in the code base, to a templated experience reducing this time to less than a week while offering additional personalization features G

We constantly think about ways to engage our visitors on each of the websites we operate. Personalization is where we can differentiate against our competition and ensure that our customers keep coming back. With Qubit, we can move quickly and build both complex and simple experiences.

Jonathan Zetlaoui Head of Customer Experience & Analytics

#### Looking ahead

In the future, MyOptique Group want to increase the number of segmented experiences they can deliver. With their in-house developer, the company will be able to build more complex personalizations, and in parallel the marketing team will be able to create experiences which don't require further developer resource.

The company also want to industrialize the data they have on their onsite visitors and think of further ways to personalize based on visitors' previous behavior. The Qubit platform is bringing both the marketing and developer functions closer together. As a consequence this increases the number of experiences deployed, ultimately increasing customer loyalty and revenue.

#### About Qubit

Qubit is the leader in delivering highly persuasive personalization at scale.

Award-winning brands in ecommerce, travel and gaming work with Qubit to transform the way they understand and influence their customers. Companies like Ubisoft, Net-a-Porter, Topshop, Shiseido, Ladbrokes Coral and Emirates are using the Qubit personalization platform to increase revenue, build loyalty and significantly improve their marketing efficiency. Every week Qubit is used to personalize approximately \$600 million in online sales.

Headquartered in London, the company has offices across Europe and the US.

For more information, visit: qubit.com

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L.K.Bennett





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